

U. S. BREWERS READY FOR BEER

Storage Vats Foaming As Action Nears

Editor's Note: This is the last of six stories on the present movement for return of beer, as movement instigated by the recent elections.

By WILLIS THORNTON
(NEA Service Writer)

(Copyright, 1932, NEA Service, Inc.) America's brewers are all set to come back with a rush that will look like a Sunday school picnic. Many of the plants which have been kept in operation by the manufacture of near-beer are ready to start producing at a moment's notice. Owners of others are getting cash ready to plunge into refitting their plants as soon as they see daylight ahead. The stocks of breweries and allied industries, such as cork and seal companies and bottle makers, have been soaring on wings of hope. Cleveland makers of bottling materials have received a flood of orders.

There have been many financial reorganizations, like that by which Pabst of Milwaukee was recently absorbed by the Premier Malt Products Co. of Chicago. Pabst's old brewery tracing back to 1844, while the Premier Co. is of post-prohibition date, and has become one of the largest makers of malt syrup in the country.

There Aren't as Many

Among the famous breweries this ready for action are Anheuser-Busch, St. Louis; Schlitz, Pabst-Premier and Miller in Milwaukee; Ruppert in New York; Rayner in San Francisco; Alamo in San Antonio; Abner-Drury in Washington; and Schmidt in Philadelphia. All these and many more have cereal beverage permits, and they are in their storage vats anywhere from a month to three months' supply of real beer from which the alcohol has not yet been removed.

These breweries are widely scattered throughout the country. Of the 211 permit breweries now operating, 44 are in Pennsylvania, 56 in New York, 12 in New Jersey, eight each in Illinois and California, nine in Minnesota, five in Maryland, 27 in Wisconsin, 18 in Ohio, four in Missouri, three in Colorado, and three in Indiana. The others are scattered throughout the nation.

An idea of the reduction in even these apparently large numbers is had in the fact that before prohibition Pennsylvania had 165, New York 101, Ohio 75, and Wisconsin 72.

Rise and Fall of Beer

The rise of lager beer (and that is what modern Americans have always meant by beer) dates from 1842. The flood of German immigration which came in the latter half of the last century led to the building of the great mid-western breweries, and was gradually converted into a beer-drinking country. The names of Pabst, Schlitz, Morehead, Leisy, Stroh, Elmer, Ruppert, Busch, written large against the sky. But the arrogant and short-sighted tactics of the brewers led the rising tide of dry sentiment to be so bitter against beer as it had formerly been against hard liquor.

By 1913 the brewing industry had a stake of a billion dollars, and it played the game to win, often with little scruple as to method. The organized brewers controlled the saloons through mortgage bonds and the ability to control their supplies of beer. Thousands of saloons were financed with brewers' money, much as the big oil companies now finance gas stations. Money was dumped into doubtful states to control elections.

Members of the U. S. Brewers' association paid dues of from a half cent to more than a dollar a barrel, according to how badly the money was needed to fight the dries. A million dollars was poured



into the fight in Ohio in five years.

But by this time the dries were playing the game, too. The Anti-Saloon league had seized the leadership from other dry organizations. It gradually gained the support of most of the evangelical churches, and the churches as such were in the first up to the hubs.

Wayne B. Wheeler, able organizer, brilliant lawyer, relentless foe of the saloon, and for years the real director of the league's work, testified that it spent not less than \$35,000,000 in 30 years' work. Literature by the carload poured from its presses at Westerville, O. By 1914 it was spending \$2,500,000 a year.

How Prohibition Came

When the World war came, there were again 13 bone-dry states, but most of the others had various forms of control, local option being the most popular. Centralization in Washington, drastic measures of all kinds, became the order of the day. Everything German, including the brewers and their beer, became suspect.

State Truckers For Federal Regulation

Support Move of American Highway Freight Ass'n as
Regards Interstate Common Carriers

New Britain, Nov. 22—A move that has just been started by the American Highway Freight Association to secure reasonable federal regulation of interstate common carriers will be supported by some of the nation's leading trucking companies. According to an announcement made today by Myles W. Hingworth, executive manager of the Motor Truck Association of Connecticut, Inc.

Everett J. Arbour, of New Britain, general manager of the Connecticut Motor Line, one of the largest motor transport companies in New England and former president of the Connecticut Motor Truck Association, who for several years has opposed truck regulation, has pledged his support to the movement and has agreed to serve on a committee which has just been appointed by the American Highway Freight Association for the purpose of drafting a truck regulatory bill to be introduced at the next session of congress.

The American Highway Freight Association, composed of interstate operators from many states, was organized at a meeting of truckmen which was held in Washington last week. The Motor Truck Association of Connecticut was represented at the meeting by its president, Stephen L. Smith of Meriden, and Mr. Arbour, chairman of the board of directors.

Mr. Arbour took an active part in the proceedings and was elected secretary of the new organization. The largest operators in the middle west, was elected president. Other officers elected include: first vice-president, J. A. Bingham of Pennsylvania; second vice-president, W. H. Humphries of Washington, D. C.; third vice-president, E. J. Buhner of Indiana; treasurer, H. C. Mills of North Carolina. Fifteen directors representing fifteen different states were also elected. All officers elected were to serve until 1933 when another meeting of the association will be held in Washington at which time permanent officers will be elected and various committees appointed. The present directorate will be increased to 48 and on the board will be a representative from every state in the union.

Several resolutions were adopted at the meeting held last week including the following:

Resolved, that the American Highway Freight Association go on record as being favorable to reasonable federal regulation for interstate common carriers.

The following legislative committee has been appointed to draft a regulatory bill affecting interstate carriers: L. A. Seife of Maryland, Ted Rodgers of Pennsylvania, H. A. Jalnke of Ohio, J. E. Buhner of Indiana, John S. Bingham of Pennsylvania, and the president and secretary of the association. The bill, if it is deemed advisable by the association, will be submitted at the next session of congress for consideration.

READY FOR BEER—U. S. Brewers are rushing equipment orders confident that beer soon will be legal. Above are workmen in a Cleveland plant working on brew equipment. Officials of the company say 500 additional men will be employed on the basis of the flood of brewers' orders. Right, Frederick Lauer, who founded the U. S. Brewers' association in 1862. His family established a brewery at Womelsdorf, Pa. in 1823. Below, a beer demonstration at Newark, N. J.

In July, 1917, Senator Morris Sheppard's resolution to submit a bone-dry amendment went through the senate, most of the short debate was concerned with its war aspects.

Then it passed the house, with provisions allowing the brewers a year of grace after final adoption, and allowing seven years for that adoption. There was much else to think about.

On January 3, 1918, the first state, Mississippi, ratified. In September, 1918, the government closed the breweries to save grain and manpower, and approved "wartime prohibition" (which became a law just 14 days after the war ended, and went into effect seven months later).

That helped smooth the way in the state legislatures, as did the fact that nine more states went dry during the war. The states rapidly fell in line, and on January 18, 1919, the thirty-sixth state, Nebraska, ratified.

The Corpse Is Rising!

To this day, of course, the wets have insisted that they were jobbed, and the dries have insisted that ratification was an inevitable and logical result of long progress. The Volstead act was passed in big time by both house and senate having been carefully prepared in advance with the help of the Anti-Saloon league. President Wilson vetoed it on a technical ground, but it bounced back to him the next day with an overwhelming majority.

The climax had come. A cause which thousands of devoted men and women had given years of service had triumphed. The golden dream had come true. In Norfolk, Va. Billy Sunday in his tabernacle was preaching the funeral service of John Barleycorn. Midnight of January 16, 1920. The "corpse" is drawn to the door in a huge coffin, trailed by a frayed and abject devil. Sunday's voice rises: "Goodby, John! You were God's worst enemy! You were Hell's best friend! I hate you with a perfect hatred."

But now it is 13 years after that night, and the "corpse" is pointing lustily at the lid of his coffin.

THE END.

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